



**California Workforce Investment Board
Green Collar Jobs Council
August 17, 2010**

Sacramento Regional Initiatives & Clean Energy Cluster Update

- Regional Initiatives
 - Green Capital Alliance
 - Matsui Support
 - Greenwise Sacramento
- RICO grant implementation:
Clean Energy Sector Strategy



Sacramento Region & Sustainability

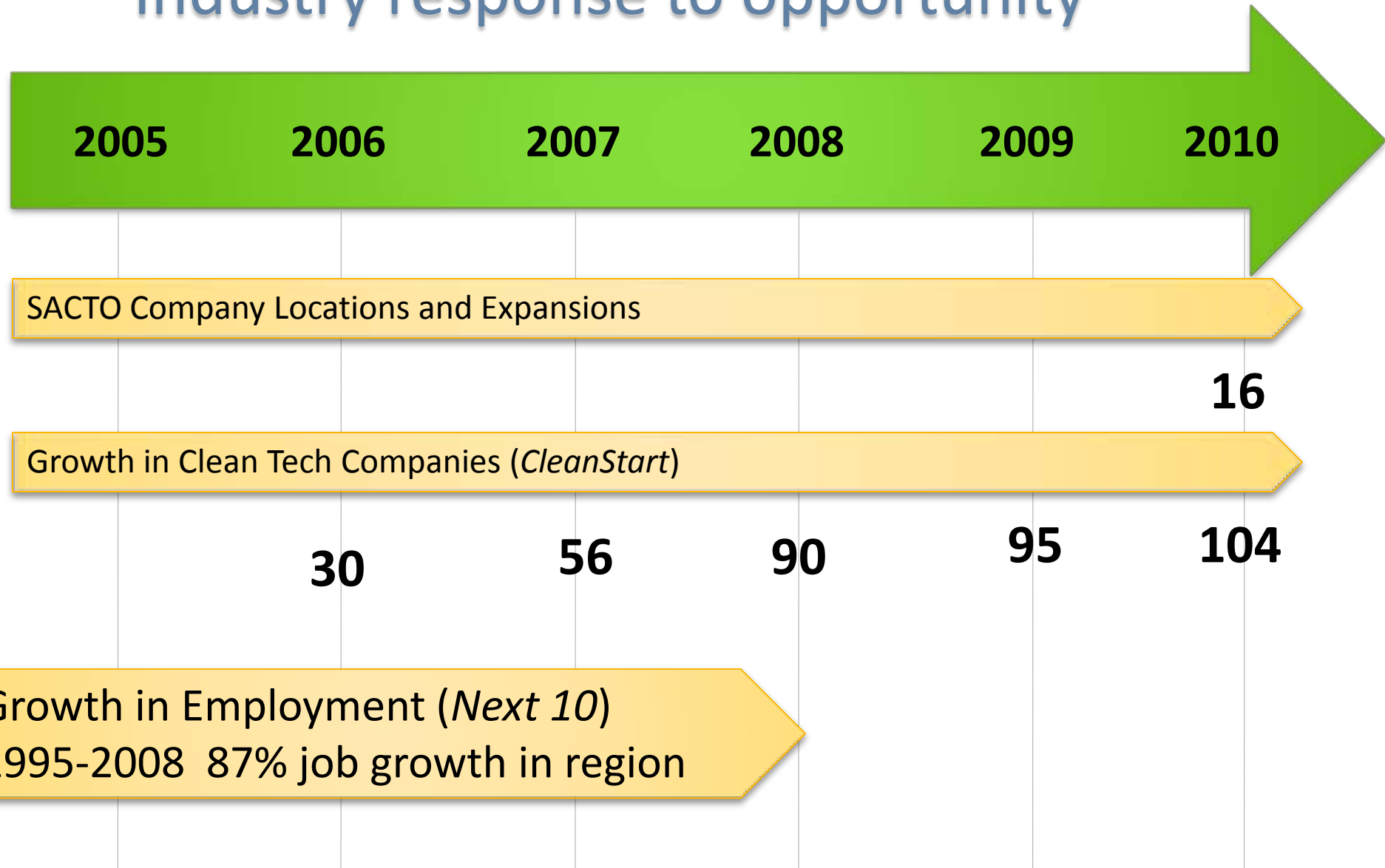
- Industry response to technology, market, and financial opportunities
- Focused, partner-based economic development coordinated through Green Capital Alliance
- Academic leadership in research, education, and workforce training
- Success in leveraging stimulus funding





How did we get here?

Industry response to opportunity



How did we get here?

Regional economic development



5 Alliance objectives:

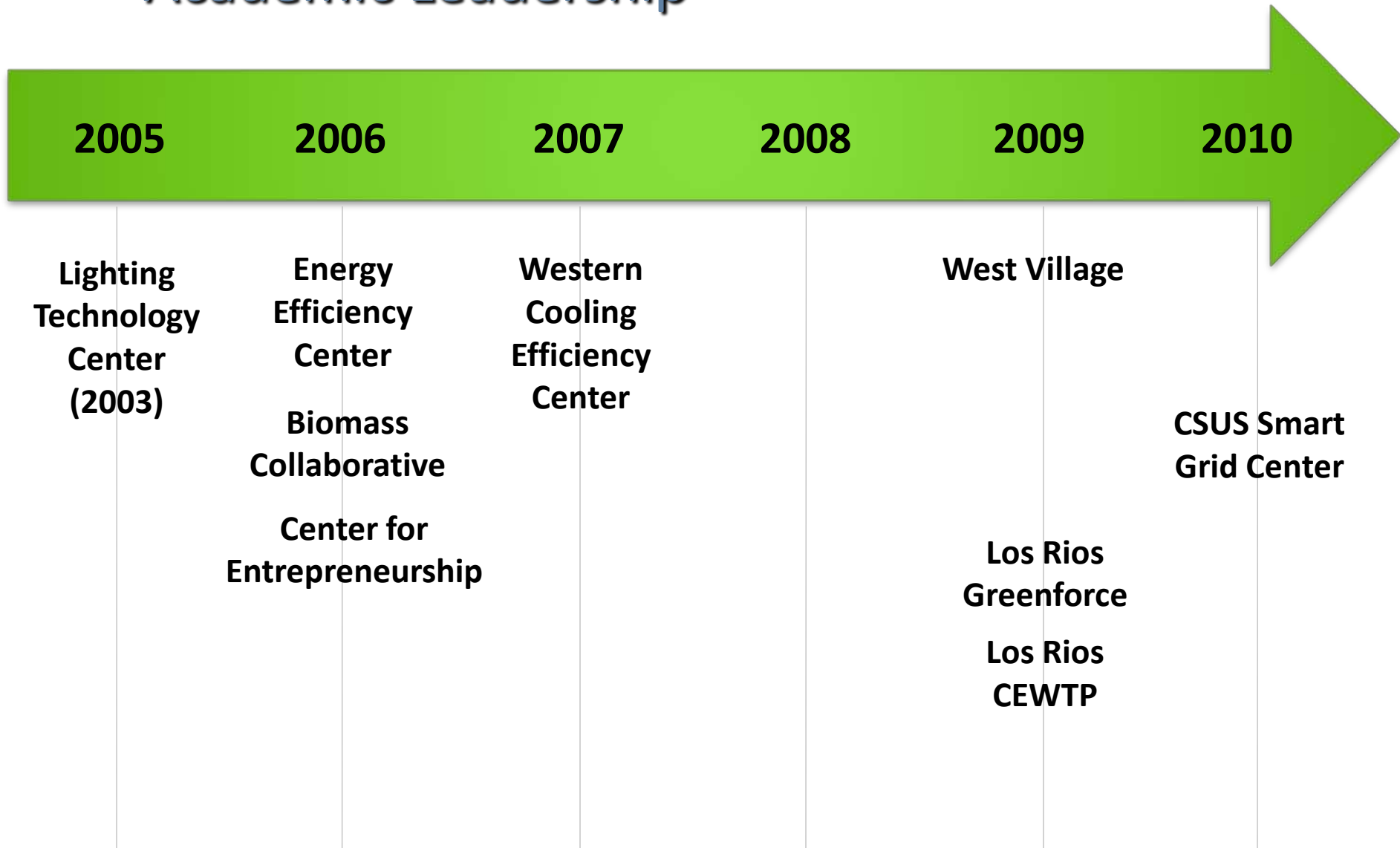
- Support new clean energy technology businesses and entrepreneur development
- Attract and retain clean energy technology businesses
- Develop the regional market for clean energy technologies
- Produce and retain the skilled people needed to support growth in the industry
- Brand the region as a “hotspot” for Clean Energy Technology
 - Intellect: UC Davis, Sacramento State, Los Rios College District
 - Influence: Proximity and access to State Capital decision-makers
 - Innovation: SMUD, PG&E, Roseville Electric’s leadership plus we are a proven leader in regional planning and action





How did we get here?

Academic Leadership



How did we get here?

Stimulus Success

2005

2006

2007

2008

2009

2010



ARRA

(\$300 million as of May 2010)

- Smart Grid
- EECBG
- Greenforce
- Home Performance Program
- CEWTP
- RICOG
- iHub
- E-RIC (pending)
- Recovery zone bonds (SPI)

VISION

To Transform Sacramento into the Emerald Valley – the greenest region in the country and the hub of green Technology

PARTICIPATION

5 Policy Committees & 270 members

GUIDING PRINCIPLES

Regional Economy

- Green Jobs
- Innovative Policy
- Green IQ



OUTCOMES

- **Regional Action Plan**
 - Short-term Goals – 3 year timeline
 - Longer-term Vision – 2020
- **New Funding Streams** - Opportunity to leverage Mayor's visibility and focus on green & clean tech to fund implementation
- **Marketing and Awareness** of Green and Clean Tech Efforts

Developing a Sector Strategy for Clean Energy

- Funded by the Regional Industry Clusters of Opportunity grant (RICO)
- Goal: create jobs, grow businesses and train people to advance the region's clean energy sector
- Outcome: A sector-specific economic and workforce development strategy, based on new data on the region's clean tech cluster



Core Sacramento RICO Team



Why is this important?

- Leverage stimulus “down payment”
- Shift from reacting to shaping opportunities for cluster expansion
- Stay ahead of the global competition
- Establish shared goals and concrete measures for success
- Aligns with Congresswoman Matsui’s work
- Aligns with Greenwise Sacramento



Matsui Focus on Clean Energy

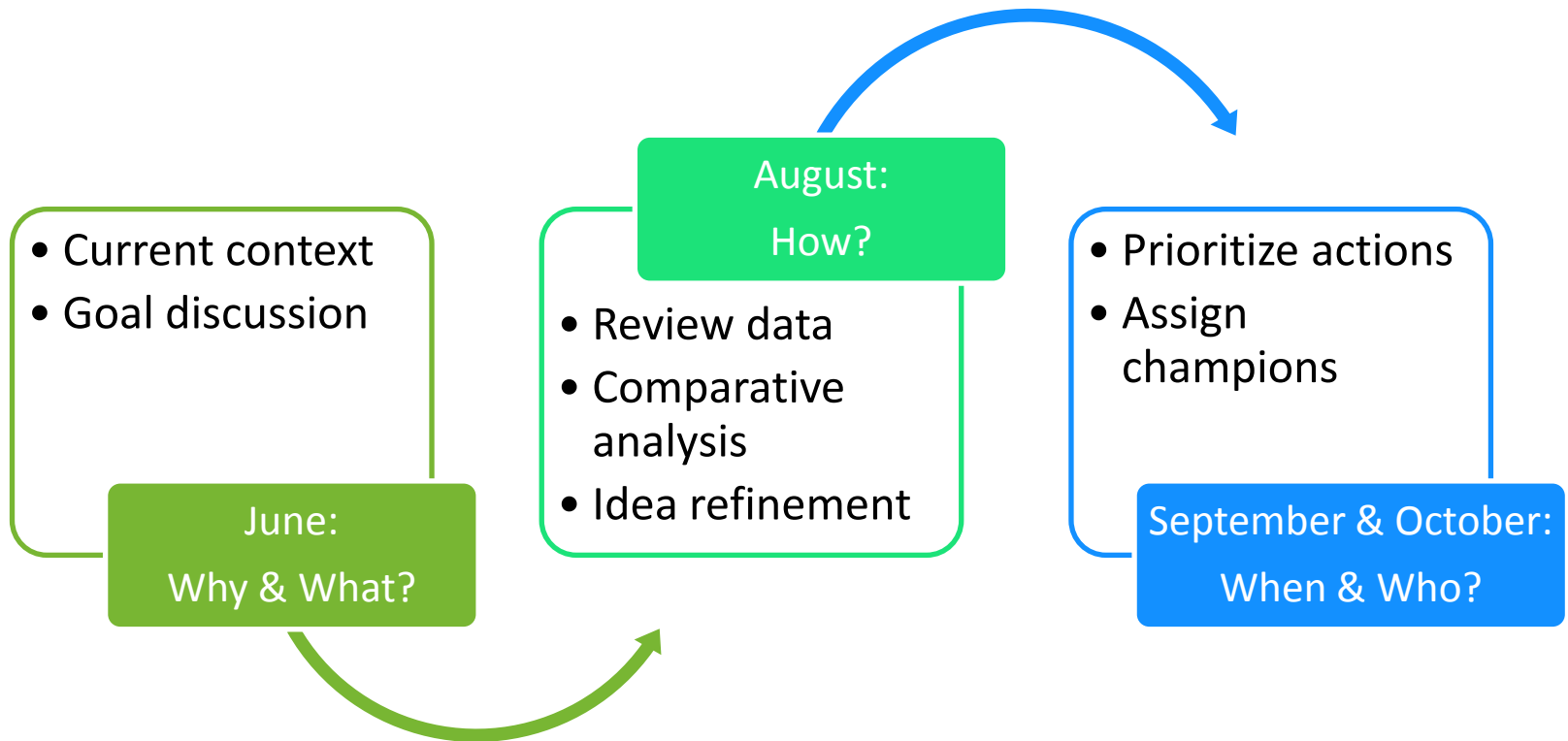
- Champion of Energy Independence and of Sacramento region
- Strategic Approach in 2010
- Convened Company Leaders and Stakeholders
 - April 9, 2010 – Financing Clean Tech
 - June 1, 2010 – Financing Clean Tech
 - July 9, 2010 – Banking Focus
 - August 13, 2010 – Financing Clean Tech



Four Phases to the Work:

1. Cluster diagnosis (*Why and What?*)
2. Collaborative priority setting (*How?*)
3. Cluster of opportunity investment strategy (*When and Who?*)
4. Sustainable implementation

Forming the Sector Strategy



Which are the most important segments of the cluster in the region?

- Energy Generation
- **Energy Efficiency**
- Transportation
- **Energy Storage**
- Air & Environment
- Recycling & Waste
- Water & Wastewater
- Agriculture
- **Research & Advocacy**
- Business Services
- Finance & Investment
- Advanced Materials
- **Green Building**
- Manufacturing & Industrial
- **Energy Infrastructure**





Green & Clean Tech Focus Areas

Alignment of Greenwise and RICO

1. Technology Market Creation & Demand
2. Marketing Regional Business Opportunities
3. Corporate Green and Clean Tech IQ
4. Financing Innovation in Green & Clean Tech
5. Educating Green Tech Workforce
6. Innovation-based Entrepreneurship



Core RICO Team Tasks

- Follow RICO process and participate in Action Clinics
- Assess cluster characteristics, assets, and initiatives
- Analyze regional competitiveness and best practices
- Convene cluster employers
- Identify cluster challenges and opportunities
- Evaluate growth expectations and workforce needs
- Develop guiding strategies for economic and workforce development





Invitation to Participate: RICO Collaborative Priority Setting

- **August 24 | 2 – 4:30 pm | Drexel University**
- Breakout sessions to mirror six Greenwise focus area subcommittees
- Invited: Greenwise core team, GCA partners, clean tech CEOs, economic development directors from each city & county in SACOG region
- Outcome: Comments will build strategy recommendations for the six focus areas





Invitation to Participate: Clean Energy Sector Strategy Meetings

- **August 24**
2:00 – 4:30 pm | Drexel University
- **September 9**
2:00 – 4:30 pm | Sierra Health Foundation
- **October 12**
2:00 – 4:30 PM | Drexel University



Invitation to Participate: CEO Roundtable Meetings

- **August 10 - Solar**
8:00 – 10:00 am | University of Phoenix
- **September 9 - Solar**
8:00 – 10:00 am | City of Roseville
- **September 28 – Smart Grid**
8:00 – 10:00 am | SMUD

Invitation to Participate: RICO

- **Aug 17 | 2:30 – 4:30 pm | Sac State Ballroom**
Mayor Gavin Newsom & policy committee breakouts
- **Sept 30 | 9:30-11:30 am | Crest Theater**
Thomas Friedman, *NY Times* columnist
- **Oct 19 | 2:30 – 4:30 pm | Cal EPA Headquarters**
- **Nov 16 | 2:30 – 4:30 pm | UC Davis**
Governor's Global Climate Summit at Mondavi!
- **Dec 7 | 2:30 – 4:30 pm | CA History Museum**





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